

80-79

DCI SCHEDULING ITEMDATE RECEIVED: 25 March 1980DATE OF EVENT: Thursday, 23 Oct 80

## 1. INFORMATION REGARDING THE APPOINTMENT:

SUSPENSE: 11 April 1980

- a. Source: Tel: (504) 527-6900 Ltr Fm: Mrs. Edward J. McNamara
- b. Type of event: Keynote luncheon speaker
- c. Special occasion: 23rd United States Day Luncheon & Flag Ceremony of Women's Auxiliary of Chamber of Commerce, New Orleans Area
- d. Date/Time: Thursday, 23 October 1980
- e. Location: New Orleans, Louisiana
- f. Significant info: \_\_\_\_\_

## 2. SCHEDULE:

	<i>Schedule Clear</i>				
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## 3. RECOMMENDATIONS:

	Schedule	Regret	Remarks
AIDE		<i>B</i>	<i>For better audience</i>
PA		<i>XX</i>	<i>LOTTSA PEOPLE - LIKE AT A FOOTBALL GAME -</i>
			<i>WOULD BE FUN BUT NOT WORTH TIME - PUNT!</i>
SA		<i>65</i>	<i>No opinion to change in that audience bro.</i>
EA			

## 4. DCI DECISION:

a. SCHEDULE \_\_\_\_\_ NO *✓ 1 APR 1980* SEE ME \_\_\_\_\_

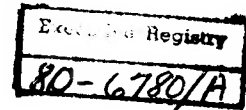
b. ADDITIONAL ATTENDEES \_\_\_\_\_

c. PASS TO: DDCI \_\_\_\_\_ D/DCI/IC \_\_\_\_\_ D/DCI/NI \_\_\_\_\_ OTHER \_\_\_\_\_

## 5. AIDE FINAL ACTION:

*Herb Ketur - Ltr Ziegler*

*To PA 2 apr 80*



2 April 1980

Mrs. Edward J. McNamara  
President, Women's Auxiliary  
Chamber of Commerce  
Post Office Box 61520  
New Orleans, Louisiana 70161

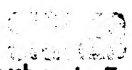
Dear Mrs. McNamara:

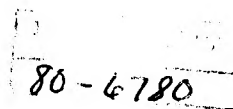
Admiral Turner has asked me to thank you for your letter of March 20th, and for your kind invitation for him to be the keynote speaker at your United States Day Luncheon and Flag Ceremony on October 23, 1980.

Unfortunately, the Admiral has so many events already scheduled far into the foreseeable future that it is impossible to take on any additional commitments.

He appreciates your thinking of him, however, and wishes you all the best for a successful celebration.

Sincerely,

  
Herbert E. Hetu  
Director of Public Affairs



March 20, 1980

Admiral Stansfield Turner, U. S. Navy  
Director of Central Intelligence  
Central Intelligence Agency  
Washington, D. C. 20505

Dear Admiral Turner:

The Women's Auxiliary of the Chamber of Commerce, New Orleans Area and River Region, cordially invites you to be the keynote speaker at our Twenty-Third United States Day Luncheon and Flag Ceremony on October 23, 1980.

The Women's Auxiliary of the Chamber of Commerce of the New Orleans Area, an organization of approximately 700 members, works hard to make United States Day our most important and impressive event. The celebration begins with an outdoor flag ceremony at City Hall with 3,000 to 5,000 students, 6th through 12th grades, present. At this time we would like you to speak for about ten minutes on "America." The luncheon follows at the Fairmont Hotel with an anticipated attendance of 1,000 to 1,250. At this time we would like you to speak for twenty-five to thirty minutes.

The Women's Auxiliary serves as primary sponsor, with the Members Council and Americanism and Military Affairs Committees of the Chamber of Commerce as co-sponsors. We receive fantastic support and cooperation for both events from many civic and patriotic groups and military and veterans organizations.

In our continuing effort to understand and communicate with the youth of our area, and to help them understand the real worth and basic goodness of the American system, we hope to have as our guests at the luncheon at least one student from each high school, college and university in the Greater New Orleans Area.

Would it be possible for you to confirm the date of Thursday, October 23, with an early reply in order that we may go forward with our plans? The details involved in this program are unbelievable, so we need the maximum amount of time possible for it to be well done. Before we make a final commitment, however, we need to know our specific financial responsibility because of our limited funds.

The Auxiliary is prepared to pay an honorarium, plus transportation from Washington (roundtrip) to New Orleans, hotel reservation and meals for one person. Your hotel reservation would be at the Fairmont for one night.

Admiral Turner

- 2 -

March 20, 1980

We hope you will find the arrangements acceptable.

We believe that our basic philosophy is almost identical with what we want "United States Day" to be, and we feel a real urgency to have you speak to our young people.

Now for the miracle -- please say you WILL be our speaker for United States Day.

Sincerely,

*Eda V. McNamara*

(Mrs.) Edward J. McNamara  
President, Women's Auxiliary

Enclosures:   Origin of United States Day  
                  Copy of U. S. Day Programs 1977-79

ORIGIN OF UNITED STATES DAY, OCTOBER 23rd

In 1953 a group of citizens who were concerned by what was happening to patriotism among the people of the land concluded that some effective measures should be taken to remind us of our precious heritage and the privilege of being an American. A UNITED STATES DAY Committee was formed and is headed by Dr. Marque O. Nelson of Tulsa, Oklahoma. It was decided that October 23rd should hereafter be proclaimed as UNITED STATES DAY and that the flag be flown by all to renew their pledge of allegiance to it.

UNITED STATES DAY was started in New Orleans in 1958. A group of ladies presented the idea to Mayor Chep Morrison who formally proclaimed October 23rd as UNITED STATES DAY. The event grew larger each year and the original group realized they could not handle it. The Women's Auxiliary of the Chamber of Commerce of the New Orleans Area in 1964 was asked to take over the annual program.

UNITED STATES DAY STANDS FOR:

- Respect for our Flag
- Love of God and our Country
- Appreciation of the advantages under our Constitution offered by no other form of government
- Election of statesmen, not politicians to public office
- A better appreciation and understanding of the history, traditions, and governmental principles which are the foundation of our great republic

UNITED STATES DAY SPEAKERS:

- 1961 - Mr. Victor Schiro
- 1962 - Walter B. Hamlin, Associate Justice of Louisiana Supreme Court
- 1963 - " " " " " " " "
- 1964 - Brigadier General Louis J. Fortier, United States Army (Retired)
- 1965 - Brigadier General Bonner Fellers, United States Army (Retired)
- 1966 - The Honorable F. Edward Herbert, United States House of Representatives
- 1967 - Major General Thomas A. Lane, United States Army (Retired)
- 1968 - General Paul D. Harkins, United States Army (Retired)
- 1969 - General Arthur G. Trudeau, United States Army (Retired)
- 1970 - Mr. M. Stanton Evans, Editor of Indianapolis News
- 1971 - Mr. Jenkin Lloyd Jones, Editor & Publisher of Tulsa Tribune and Past President of National Chamber of Commerce
- 1972 - Captain Charles B. deBellevue, USAF, "Super Ace", Vietnam Conflict;  
The Honorable F. Edward Herbert, Chairman House Armed Services Committee;  
Naval Air Training Command's Flag Pageant of Pensacola, Florida  
AWARDED THE FREEDOMS FOUNDATION CONVERTED GEORGE WASHINGTON  
HONOR MEDAL FOR A COMMUNITY PROGRAM
- 1973 - Major Murphy Neal Jones, USAF, Former Prisoner of War;  
The Honorable Floyd Davidson Spense, United States House of  
Representatives  
AWARDED THE FREEDOMS FOUNDATION HONOR CERTIFICATE FOR A  
COMMUNITY PROGRAM
- 1974 - Professor Arthur A. Schenfield, Internationally Known Economist
- 1975 - Honorable Philip M. Crane, (R), Representative in Congress from Illinois
- 1976 - Mr. Michel T. Halbouty, Internationally Known Geologist & Petroleum Engineer
- 1977 - Honorable Lane Carson - Louisiana State Representative
- 1978 - Major General George J. Keegan, Jr. - United States Air Force (Retired)
- 1979 - Dr. Robert W. Miller, President, Freedoms Foundation At Valley Forge